



AIANTA

American Indian Alaska Native
Tourism Association

QUARTERLY NEWSLETTER

Summer 2013



September 22-26



Hard Rock Hotel & Casino
Tulsa, Oklahoma

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AIANTA Welcomes Recording Artist

Martha Redbone

to the Enough Good People Silent Auction and Awards Ceremony at our 15th Annual American Indian Tourism Conference!



Join us for **Enough Good People Silent Auction and Awards Ceremony** on Wednesday, September 25, 2013 from 7 p.m. to 10 p.m. for what promises to be an enjoyable evening as we recognize the "best of" the tribal hospitality and tourism industry. Enjoy dinner, entertainment by recording artist Martha Redbone and a silent auction, featuring extraordinary items, which include overnight stays at tribal destinations throughout Indian Country. Sponsor a table of eight for \$1,000; Individual tickets \$50 (must be pre-paid). Proceeds benefit the AIANTA Tourism Scholarship Fund. Silent auction will open to non-ticket holders on Wednesday, September 25 from 9 p.m. to 9:45 p.m. only.

If you would like to donate an item to the silent auction, please contact Sherrie Bowman at sbowman@aianta.org or (505) 724-3592.

(Photo Credit: MarthaRedbone.com)

Message from the Executive Director



Greetings from the Aianta Family,

As we move into the second half of 2013, I want to take this time to share some of the exciting things that we have accomplished in our fast growing organization over the past few months.

With a dynamic and passionate staff and supportive board of directors, Aianta has developed outstanding relationships across federal agencies, media and tourism organizations and companies, giving Aianta an opportunity to advance the mission we all hold dear to our hearts: *"to define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors and sustains tribal traditions and values."*

This summer, Aianta has ventured across North America representing Indian Country tourism and introducing America's first nations to the world. In this edition of the newsletter you will learn about the new and exciting partnerships (such as Tauck Tours), opportunities and attention Aianta's work is generating for you, the people who are working to bring tourism and economic development to Indian Country.

- We brought U.S. tribal tourism to the attention of thousands of tour operators attending the U.S. Travel Association's 45th Annual IPW (formerly International Pow Wow) in Las Vegas, Nevada (thanks to the Bureau of Indian Affairs sharing their booth on Federal Row);
- We gained additional recognition, awareness and respect from our federal partners when Aianta President Mary Jane Ferguson and Aianta executives presented copies of our exciting new cultural heritage interpretive book, *American Indians and the Civil War*, to Department of the Interior (DOI) Assistant Secretary for Indian Affairs Kevin Washburn in Washington, DC, Assistant Secretary of Policy, Management and Budget Rhea Suh and Chief of Staff Laura Davis;
- Our outreach to national and regional organizations included a featured presentation at the Community Transportation Association of America's Annual Expo in Albuquerque and Aianta President Mary Jane Ferguson's keynote presentation at the Native American Tourism of Wisconsin's annual conference;
- We provided insight into cultural tourism planning for economic success at the Annual New Mexico Native American Economic Summit.
- And lots more. . . so read on.

On behalf of the Aianta team, I invite you to our 15th Annual American Indian Tourism Conference (AITC) this September 22 – 26 in Tulsa, Oklahoma and look forward to networking with you there. New at this year's AITC is the special award "Enough Good People" which has been created to recognize the wonderful people who have gone above and beyond for Aianta and Indian Country tourism.

Thank you for your continued support of Aianta – we can't wait to see what the rest of 2013 holds for our organization.

Sincerely,
Camille L. Ferguson

SUBMIT YOUR PHOTOS FOR *SUMMER IN AMERICA'S GREAT OUTDOORS*



Navajo National Park

(Photo credit: Hadas Levmore)



AIANTA's Pacific Region

U.S. Department of the Interior (DOI) invites you to join its new photo project, *Summer in America's Great Outdoors*! The goal is to create a large photo collection of all the fun and exciting things people can do on America's public lands this summer.

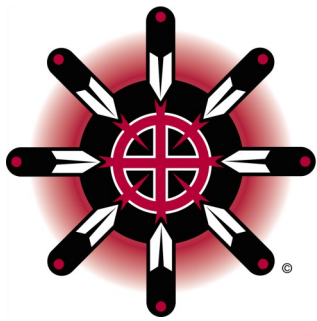
Let's call attention to the many amazing Native American, Alaska Native and Native Hawaiian places across North America that travelers and locals can enjoy. AIANTA encourages you to submit photos that give travelers a sense of the kinds of places and people that are part of the experience of discovering Native America!

Via the email address below, send your hiking, camping, fishing, biking, sightseeing, and other outdoor recreation photos, and let people know how much Indian Country has to offer! DOI asks that you please include a short description of the location. View more photos of what others have submitted by [clicking here](#).

SEND PHOTOS HERE: newmedia@ios.doi.gov



AIANTA's Plains Region



Applications for Board of Directors Seats Are Now Open to AIANTA Members

On behalf of Rachel Moreno, Nominating Committee Chair, AIANTA is pleased to announce to all AIANTA members the opportunity to elect a member from their region to the Board of Directors. The application packet will be available at the AIANTA office for those interested in applying and for the members nominated by their fellow regional members. The application packet will be available only by email and phone request from the AIANTA office beginning August 9, 2013. The packet will include: Application, bylaws, Board job description, AIANTA Bylaws and Board Member Code of Conduct and Ethics Acknowledgement Form. Please contact Sherrie Bowman at sbowman@aianta.org or call 505.724.3592 to request the packet.

The deadline to submit the application packet by email or fax is August 21, 2013 by 5 p.m. MST. All emailed application packet submissions will be to Sherrie Bowman at sbowman@aianta.org and all faxed application packets will be made attention to Sherrie Bowman at (fax) 505.212.7023.

ARTICLE VI - BOARD OF DIRECTORS

SECTION 2. Number, Qualifications, Tenure of Directors. The Board of Directors shall not be less than fourteen (14) representatives, two (2) from each of the six (6) regions and two (2) from the membership at-large. The number of Directors may be increased or decreased from time to time by amendment of the Bylaws, but no increase shall have the effect of shortening the term of the incumbent Directors. The Directors shall be enrolled members of an Indian Tribe and shall be members in good standing of the Corporation at the time of their election and throughout their terms of office, and shall be elected by the regional membership eligible to vote. The following geographic regional designations are Eastern, Midwest, Plains, Southwest, Pacific, and Alaska. Two (2) at-large Directors shall be elected from any one of these regions. The term of office shall be three (3) years starting on the expired dates of the current board representatives.

SECTION 3. Nominating Committee. The Nominating Committee shall assume the primary responsibility of 1) assisting the Board of Directors by identifying qualified candidates for director positions upon the expiration of the regular term, 2) notifying and soliciting interest from potential candidates, and 3) recommending to the Board of Directors nominees for election by the voting members at the next annual meeting of the Members in accordance with Article X of these Bylaws. The Nominating Committee shall be comprised of one (1) Director from each of the six (6) regions, one (1) at-large Director, and at least two (2) members of the Corporation who are not candidates for office.

X. NOMINATIONS AND ELECTIONS

SECTION 1. Nomination by Committee. The Nominating Committee shall provide timely notice of the annual election, including the positions to be filled and the name of the chair of the Nominating Committee to the Board of Directors and all members. The Nominating Committee shall make and report one (1) nomination for each position to be filled by election. The report shall identify each nominee and shall include a brief statement of his/her qualifications, pursuant to Article VI, Section 2 of these Bylaws, and his/her membership activities. The Nominating Committee shall submit its report to the Board of Directors no later than thirty (30) days before the annual meeting and the report shall be provided immediately to all members.

SECTION 2. Nomination by Petition. One (1) or more additional nominations may be made for any directorship by petition signed by not less than 10% in the respective region. In the case of an at-large directorship, the petition must be signed by not less than fifteen (15) members. The petition should state that the member nominated has agreed to the nomination. The petition must be sent to the Board Secretary and must be received no later than fifteen (15) days prior to the annual meeting. Any nomination made by petition shall be made immediately known to the Nominating Committee and the members.

The positions open for each region are:

Midwest (one position)

Position 1: Term: 2013-2016 (3 year term)

Deadline: August 21, 2013 5 p.m. MST

Pacific (two positions)

Position 1: Term: 2013-2016 (3 year term)

Position 2: Term: 2012-2015 (2nd year of 3 year term; 2 years remaining in term)

Deadline: August 21, 2013 5 p.m. MST

Plains (one position)

Position 1: Term: 2013-2016 (3 year term)

Deadline: August 21, 2013 5 p.m. MST

Southwest (one position)

Position 1: Term: 2013-2016 (3 year term)

Deadline: August 21, 2013 5 p.m. MST

At-Large (two positions)

Position 1: Term: 2013-2016 (3 year term)

Position 2: Term: 2012-2015 (2nd year of 3 year term; 2 years remaining in term)

Deadline: August 21, 2013 5 p.m. MST

Eastern (two positions)

Position 1: Term: 2013-2016 (3 year term)

Position 2: Term: 2012-2015 (2nd year of 3 year term; 2 years remaining in term)

Deadline: August 21, 2013 5 p.m. MST

AIANTA News Briefs

National Nonprofit Stresses Importance of Indian Country Tourism at Annual Native American Economic Summit

[Full story here](#)

Alaska Makes Tourism in Rural Native Areas a Priority

[Full story here](#)

National Geotourism Council

AIANTA has entered a Memorandum of Understanding (MOU) with the National Geotourism Council. The Council's purpose is to further the goals of geotourism to sustain and enhance the geographical character of local and regional communities and related public lands tourism destinations.

National Transportation Association Looks to Native American Tourism Association

American Indian Alaska Native Tourism Association Presents at the Community Transportation Association of America's Annual Expo in Albuquerque

[Full story here](#)



American Indians and the Civil War Makes a Landmark Debut in Washington, DC

From left to right: Julia Washburn, National Park Service Associate Director of Interpretation and Education, DOI Assistant Secretary-Indian Affairs Kevin Washburn, and AIANTA President Mary Jane Ferguson
(Photo credit: Tami Heilemann)

[Full story here](#)



American Indian Alaska Native Tourism Association Vice President Appointed to U.S. Department of Commerce Travel and Tourism Advisory Board

[Full story here](#)

AIANTA and Tauck Tours' "America's Canyonlands"

Tauck Tours invited AIANTA leaders to experience their one-week "America's Canyonlands" tour this summer, and Executive Director Camille Ferguson and Board Vice President Sherry L. Rupert recently returned from the tour with many ideas on how this tour and others can be enhanced with Indian Country culture and knowledge. The purpose of the trip was to familiarize AIANTA with the Tauck Tours experience and help them design cultural enrichment opportunities for the itinerary.

National Tribal Geographic Information Support Center

AIANTA is finalizing an MOU with the National Tribal Geographic Information Support Center (NTGISC) for the education and promotion of tribal geo-tourism. NTGISC is a non-profit organization whose members represent American Indian tribes across the nation in Geographic Information Systems and Technologies. The purpose of this MOU is to establish a general framework for cooperation between American Indian and Alaska Native tourism, travel and recreation interests represented by the NTGISC.

**International Travelers Express Desire to
Explore Indian Country at IPW in
Las Vegas, Nevada**

[Full story here](#)



**Gail Adams, Director of Intergovernmental
and External Relations for the U.S.
Department of the Interior and Aianta
Executive Director Camille Ferguson**



**Nevada Tribal Tourism Summit Takes Notes from
a National Nonprofit**

[Full story here](#)



**Aianta Board Secretary Rachel Moreno, Aianta Executive
Director Camille Ferguson, Fallon Paiute Shoshone Tribal
Chairman Len George, and Aianta Vice President
Sherry L. Rupert**



**North Dakota Visitor Center Set to Open Honoring
Famous Sioux Leader Sitting Bull**

American Indian Alaska Native Tourism Association Member
Standing Rock Sioux Tribe Partners with Sitting Bull College to
Open Sitting Bull Visitor Center

[Full story here](#)

(Photo credit: Sitting Bull College and Standing Rock Sioux Tribe)

WALKING IN THE VALLEY OF THE PRIESTS



By Treena Shapiro

This article was originally printed in the July 2013 issue of the Office of Hawaiian Affairs' Newspaper, The Ka Wai Ola o OHA.

Waimea Valley, once home to generations of *kahuna nui* (high priests) is finding its foothold as a Hawaiian-centered attraction.

Few places on O'ahu can match Waimea Valley's lush natural beauty or its rich Hawaiian history and culture.

Once a popular North Shore adventure park, today Waimea Valley is less commercial and far more tranquil, drawing in visitors with world-class botanical gardens and glimpses at native and endangered birds, such as the Hawaiian moorhen, the *alae'ula*.

Visitors no longer find all-terrain vehicles and diving shows within the gates, but are pointed instead to historical and cultural attractions,

such as the significant archaeological sites on the property that include a *heiau*, living areas, a burial site and agricultural terracing walls.

"We feel like we're the only site on O'ahu that can offer that authentic cultural experience," says Waimea Valley Executive Director Richard Pezzulo. "This was a sacred valley. It still is and it was occupied by *kāhuna nui*."

In fact, it's because of the *kāhuna nui* that Waimea is known as "The Valley of the Priests." Descendants of the *kāhuna nui* lived in the valley until 1886. Numerous planned improvements to the valley include restoring the high priests' ancient living site.

"We have a couple hale there now," Pezzulo notes. Visitors can walk up to the kauhale, the group of houses that comprised a home, and see the types of dwellings the

ancient Hawaiians lived in, with separate cooking and eating areas for the two genders."

REFOCUS ON CULTURE, HISTORY

The shift away from adventure theme park since 2002 has allowed the stewards to refocus on the most important elements of the sacred valley, with its unique natural resources and more than seven centuries of history. This has continued since the Office of Hawaiian Affairs assumed ownership in a cooperative land purchase in 2006, and Hi'ipaka LLC was established to manage the property in 2008.

Since Pezzulo took over as executive director just over a year ago, operations of the 1,875-acre property have been overhauled to focus on a streamlined, guest oriented mission.

The former chief operating officer and interim executive officer of the Office of Hawaiian Affairs made sure the staff was involved in the changes, assembling a team of managers to help develop a five-year strategic plan for Waimea Valley, one of OHA's first significant landholdings.

"What this document has done is it's really made it very clear to staff what we're trying to do," Pezzulo says. "We're really focusing all our staff on the cultural sites, the cultural relevance of this valley."

In addition, Pezzulo says, part of the valley's success is attributed to Hi'ipaka LLC managers "for their support for our new vision and plan."

While visitors still flock to the famed Waihi waterfall, Waimea Valley staff members, beginning with a greeter at the entrance, try to ensure that each guest leaves understanding the cultural and historical relevance of the valley. Cultural tours have increased from once or twice a day to once an hour, and visitors can see demonstrations of Native Hawaiian arts and games throughout the valley.

Ah Lan Diamond, cultural programs manager, points out, "There are places and cultural sites still on O'ahu that have that *mana*, that essence of our *kūpuna*, and they exist untouched."

Diamond, a four-year employee, said Pezzulo's leadership and guidance has made a significant difference. "He definitely has the vision and has organized in a way to keep us focused. That's enabled us to *holomua*," says Diamond, referring to the ability to progress. "We did strategic planning and we stuck to it."

Facilities manager Randy Hoopai, who has worked at Waimea Valley for 29 years and lives in the caretaker's residence, says things have definitely

improved since Waimea Valley's days as an adventure park. "There's more serenity," he says. "It's more humble. Things are being done more in the *pono* way."

OPERATING IN THE BLACK

The new vision appears to be working. In 2010 and 2011, the valley lost about \$900,000 annually. In 2012, however, operations were sustainable, Pezzulo said. Heading into the busy summer months, the average visitor count was 767, close to the 2015 goal of 800 visitors a day.

Part of the strategic plan calls for attracting more local residents to the site. "They should feel like they are part of this valley," says Pezzulo. The weekly Hale'iwa Farmer's Market helps accomplish that, as will a summer concert series that began in June. A large pavilion is available to rent for weddings and other events and, in time, the Proud Peacock restaurant, housed above the snack bar, may once again be serving meals. An advisory panel that includes respected North Shore *kūpuna* and other area experts helps keep new improvements on target.

A local presence is felt throughout the gift shop and snack bar areas, which both feature Hawai'i made items. In the gift store, jams and dressings, serving bowls and hand towels, jewelry and soaps all have a local touch and work by Hawai'i-based authors, artists and crafters line the shelves.

The snack bar menu has even more local flavor, offering salads made with Pūpūkea greens and Hau'ula tomatoes, Waialua soda, Moloka'i beef, eggs from Wahiawā and sweet potatoes from Mililani. For dessert, organic sorbets come in flavors like Haden mango, white sapote and mountain apple.

The botanical gardens, home to 5,000 plants, are another big draw. Recognizing that, a new 5,000-square-foot greenhouse was recently erected and sprinkler upgrades are in the works. Some of the older garden beds will also be rehabilitated, Pezzulo says.

Visitors can wander through brilliantly-hued ginger gardens, smell fragrant lei blossoms and see tropical fruits and nuts, along with coffee beans and ti leaves. Canoe plants – those that the first Hawaiians brought with them to the Islands— like taro and sweet potato are also prominent. Several plant species on site are endangered, such as a Tahitian banana tree that may no longer grow anywhere else.

"Botanists at Waimea Valley are trying to breathe new life into some of the endangered species, mirroring more large-scale efforts do what is right for the valley and as a result, I think the valley is much more welcoming. We really feel that it's almost a force onto itself and that the ancestors are here," Pezzulo said. "If they don't feel that they want people here, it's not going to feel welcoming."



MEET CARTOONIST RICARDO CATÉ



Photo Credit: Ricardo Caté

AIANTA is pleased to welcome cartoons from Ricardo Caté in each upcoming newsletter!

He's a member of the Santo Domingo Pueblo in New Mexico and has been drawing cartoons since the age of 11. In 2002, Caté submitted his Native cartoons to the *Southern Ute Drum*, a publication of the Southern Ute tribe in Ignacio, Colorado. The paper published his cartoons under the title, "Caté's World" for two years. In 2006, his cartoon, now titled "Without Reservations," made its debut in the *Santa Fe New Mexican* and has been published as a daily ever since, making it the only Native cartoon featured as a daily in a mainstream newspaper.

Caté is a former U.S. Marine and father of three children, Eddie, Amber and Nicolette, who are also characters in his cartoon. A former teacher, he taught seventh and eighth grade social studies at Santo Domingo Elementary prior to the publication of his first cartoon book, "Without Reservations" (Gibbs Smith Publishing), which is available on Amazon.com.



By Ricardo Caté



Colleagues and Friends,

On behalf of the Aianta Board of Directors and staff, I invite you to join us for the 15th Annual American Indian Tourism Conference (AITC) at the Hard Rock Hotel & Casino in Tulsa, Oklahoma, September 22 – 26, 2013. You're going to love your visit to northeastern Oklahoma, homeland of the Cherokee Nation, who will proudly serve as our conference hosts.

It has been an exciting year in tribal tourism. Aianta has opened doors and promoted American tribes at ITB Berlin, the world's largest travel and tourism tradeshow; at IPW in Las Vegas, the nation's largest travel and tourism tradeshow; and in Washington, D.C. at Destination Capitol Hill, where we visited with numerous Senators and Representatives personally to raise their awareness of tribal tourism and its needs.

In Congress and in the Obama Administration, we have delivered the message of tribal tourism as a catalyst for diversifying, strengthening, and sustaining our tribal economies by generating new dollars and investments. We have made many friends in every sphere of national influence, and we are using that access to create new opportunities for tribes in tourism. We are creating a path for tribes to share our cultural heritage with the global community in a culturally sensitive manner without compromising our integrity as tribal people. We demonstrate this commitment to culture in many ways, most recently through our sponsorship of a new book, "American Indians and the Civil War," written primarily by Indian people and published by the NPS. Wait until you see this beautiful book at the AITC and learn about the other projects Aianta is working to complete on behalf of your tribe and region.

Our annual AITC strives to provide you with a quality educational forum to help you with your travel and tourism initiatives. Once again, our conference kicks off with wonderful mobile workshops—this time to the Chickasaw Cultural Center and on the Cherokee Nation History Tour. In our sessions, we'll learn more about tour packaging, attracting tour operators, creating itineraries, positioning your tribe for the international tour market, tourism assessment and inventory development, new technologies and strategies for marketing and media and protecting intellectual and cultural property, and many more vital subjects.

On our last evening, Aianta will recognize the best of our tribal tourism industry at our Enough Good People awards ceremony and silent auction, which will benefit an Aianta scholarship fund to encourage Native American students to pursue careers in hospitality, tourism, gaming and culinary arts.

Please join us at AITC for the opportunities to learn new techniques, strategies and methods, to visit with our staff to learn about our programs and membership benefits and to help Aianta grow the tribal tourism industry from the ground up. I will be delighted to see you in Tulsa.

Mary Jane Ferguson, President
American Indian Alaska Native Tourism Association

TWO DREAMS COME TRUE



Submitted by Roberta John, Senior Economic Development Specialist, Navajo Nation Parks and Recreation Department

A prayer and a dream. That's what builds a new path or will take you to new heights in this case, literally. Navajo Nation Park Manager Helen Webster and world famous tight rope legend Nik Wallenda each had a dream for many years but they didn't know that last month their dreams would connect them in an event seen more than 1 billion people worldwide.

Webster is a park manager for Little Colorado River Navajo Tribal Park, which oversees the Little Colorado River Gorge on the western outskirts of the Navajo reservation. Located just off the beaten path, it is a haven of solace that has been uniquely sculpted by the hands of Mother Nature. Wallenda is a non-Navajo from Sarasota, Florida.

Webster began working for the Navajo Nation Parks and Recreation Department in February 2006. It was never part of her goal in life to work for the Navajo Nation, but she believes everything happens for a reason.

In the beginning, Webster said she had to start from scratch to get the park off the ground. Reflecting back, Webster said her first major project was to establish a fee booth, which she accomplished in a record time of four months. Her vision then, which continues today, is to have state of the art infrastructure and facilities to create an accommodating atmosphere for visitors.

Webster said, *"Despite all the challenges and obstacles, I really enjoy my job. My goal is to provide quality customer service. I want our visitors to enjoy their visit here at Little Colorado River Gorge."*

Over the years and one step at a time, Webster worked to help install an entrance fee station, improve fencing, install picnic tables, develop a hiking trail, install signage and waterless restrooms while never losing hope that one day she would see paved parking.

Then one day, to her surprise, Location Scout PJ Connolly introduced Webster to Nik Wallenda. The current "King of High Wire" wanted to fulfill a life-long goal to walk across a towering canyon without a harness to honor his great-grandfather Karl Wallenda, who died after falling from a tight rope in Puerto Rico in 1978.

Wallenda was captivated by the rustic and mystic beauty of the Navajo Nation

and viewed Little Colorado River Gorge as the ideal place to achieve his ambition. It would be the highest walk he would attempt in his life yet. Webster saw this as an opportunity of a lifetime.

Although there was concern about the limited infrastructure and how an event of this magnitude could even happen, the Navajo Nation Parks and Recreation Department rose to the occasion and agreed to work with Wallenda and make his dream come true.

Hence, many discussions and meetings have been held over the past several months to make this event become a reality. It was not an easy task, but the

Navajo Nation Parks and Recreation Department worked diligently behind the scenes to produce a triumphant event for the world to see. In fact, just the land clearances alone took more than 10 months to complete. Some of these requirements included consent from local land users, and a biological, environmental and archaeological survey.

Navajo Nation Parks and Recreation Department Manager Martin L. Begaye said, *"We are very honored and pleased that Nik Wallenda has selected the Navajo Nation as a location to help him achieve his life-long goal. Hosting an event of this caliber requires a lot of pre-production planning and approval."*

As stewards of our land, we are working cooperatively with many different individuals and entities to ensure that we also preserve and protect our natural resources so that future generations will continue to enjoy our native homeland."

Echoing Begaye's comment, Geraldine Camarillo, media representative at Navajo Nation Parks and Recreation said, *"We began video production in April to promote the majestic beauty of the Navajo Nation. During the two-hour long broadcast from the Discovery Channel, spectators were able to discover the Navajo Nation."*

The video featured interviews with various Navajo leaders, distinguished Navajo people and showcased tribal parks. Moreover, the Nik Wallenda Tight Rope Event generated worldwide media interest, and the Navajo Nation did whatever it could do to roll out the red carpet for them.

There was also a fashionable ensemble of local Navajo entertainers who performed at a nearby location for the first 600 people who were fortunate enough to watch the event on a jumbotron. Due to limited space,

the public was encouraged to view the event on the Discovery Channel.

Considering the scope and distinction of this first-ever historic event, NBC and the Discovery Channel collaborated to produce and air the event in June. It was estimated that more than one billion people from throughout the world and more than 100 countries were able to see the live telecast.

As an act of goodwill and a spirit of camaraderie to the Navajo Nation, NBC hired a contractor to pave a road to the Nik Wallenda Tight Rope site and a parking lot specifically for the media. It was quite the challenge. What normally takes years or months took only a matter of days to lay a new foundation and pathway. It was like an overnight transformation.

"I have been praying for improvements to Little Colorado River Navajo Tribal Park ever since I started," Webster said. "I had no idea NBC would be able to pay for a new road and parking lot for us. This is what you call a miracle."

Begaye added, "We have always wanted to make major improvements

at Little Colorado River Navajo Tribal Park but were unable to do so due to limited funding. We are very grateful to NBC for helping the Navajo Nation."

Following the event, Webster said she would like to see the new paved area as a new way to promote Little Colorado River Gorge.

"I want to thank my immediate staff, co-workers and other individuals who assisted to make this event come to fruition," she said. "It is amazing to know just how many people from throughout the world were able to catch a glimpse of our beautiful Navajo culture."

And interestingly, it all started with a prayer and a dream from two individuals of two different worlds.

For more information about the event, please contact Navajo Nation Parks and Recreation at (928) 871-6647 or obtain information online at www.navajonationparks.org.



Photo Right, Left to Right:

Knute Walker, Nik Wallenda, First Lady Martha Shelly, Navajo Nation President Ben Shelly, Miss Navajo Leandra Thomas, Winston Simone, Howard Swartz and Gretchen Eisele. NBC producers and Nik Wallenda meet Navajo Nation leaders at Little America on March 7, 2013. Photo by Geri Hongeva-Camarillo.

Photo Opposite Page:

Nik Wallenda practicing his balance at Little Colorado River Navajo Tribal Park, May 2013. Photo by Geri Hongeva-Camarillo, Navajo Parks and Recreation



AMERICAN INDIANS AND THE CIVIL WAR

American Indians and the Civil War

More than 20,000 American Indians fought in the Civil War. Thousands of Indian civilians were swept into the conflict on their homelands.



New book coming soon - Summer 2013

Submitted by Sammye Meadows, Aianta Senior Public Lands Partnership Advisor and contributing author of *American Indians and the Civil War*

More than 20,000 American Indians fought in the Civil War and thousands of Indian civilians were swept into the conflict on their homelands. Most Native soldiers believed their participation would guarantee their survival and protect their lands. Instead, when the war was over, a reunited nation turned its vision to westward expansion, overrunning Indian lands and decimating Native populations.

For the first time in a National Park Service (NPS) cultural heritage interpretive handbook, many of these stories are told through authentic Native voices, including descendants of some of the soldiers.

In general, American Indians have only been referenced in a historical context without past or present relevance in

today's American history teachings and cultural heritage commemorations. But *American Indians and the Civil War* is beginning to change all that. The 215-page book powerfully demonstrates that authentic tribal stories and perspectives are inseparable from the overall fabric of American history. By doing so, *American Indians and the Civil War* is also an important new tool for advancing tribal cultural heritage tourism.

You can purchase *American Indians and the Civil War* for \$9.95 at any Civil War National Historic Site, Military Park or Battlefield, or online at www.eparks.com. If your organization would like to purchase a quantity of books for resale, you may do so online at a 40 percent discount through the end of September. Just use the code AICW2013.



One Woman's Story - from *American Indians and the Civil War*, page 109:

Once I was warned by a [Confederate] soldier who had left his camp....that they [the Confederates] intended to raid my house early the next morning and take my ponies; money, food, clothing or anything they could find. I thanked the stranger....put my clothes on, took my bridles for my only little pony....I talked to him and said, "Pony Babe, you come here to me. You got to make your best run of your dear life. Our enemy is after us." He seemed to understand my begging voice and submitted very quickly and I took him to the house and I fed him the last food I had.

At daybreak, I pinned \$50.00 to my apron and got on my pony, just as I saw figures of some men coming. I spoke to Babe, "Hurry Babe." He was such a tiny pony that I could almost touch the ground with my feet. I heard the soldiers whoop and the race was on. I heard a few shots fired at me and Babe and I couldn't tell whether I was gaining or losing for a while, but Babe seemed to be just warming up to the race as we mounted first one hill and then another.

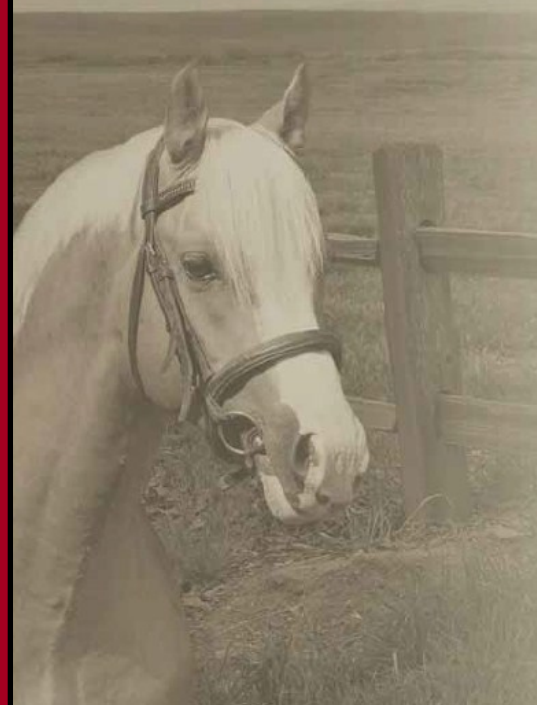
I used the instructions my father had given me years before, as to what to do in a race of that kind. He had told me to never kick a horse with your heels but use your voice by talking to your mount or using a small limb on the shoulder, because kicking your mount only shortened the pony's breath. Anyway I out ran my enemies. I ran....to a [friend's house], though she was a Confederate supporter. I jumped off my perspiring and panting horse, and fell on her porch.

She ran out excited to death, and I muttered out my reason for my presence and she said, "Give me here that money. They won't rob me for I am a Confederate." I shoved her the money and sure enough we got by with it.

- From an oral history interview with Mrs. Sallie Peacheater Manus (Cherokee) in 1938

Hardship on the Homefront: The Ride of Her Life

-from an oral history interview with Mrs. Sallie Peacheater Manus, 1938





Register for our 15th Annual American Indian Tourism Conference by Early Bird Deadline on August 23 and be entered to win a pair of tickets courtesy of Jet Blue Airlines! The winner will be announced at AITC in Tulsa, Oklahoma.

Visit www.AIANTA.org/AITC2013 to register now!

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Join AIANTA Today and you may be crusin' this fall! **Alaska Dream Cruise**



Photo Credit: PrincessLodges.com

- **Eight day roundtrip Sitka cruises**
- **Eight day Sitka to Ketchikan cruises**
- **11 day Sitka to Ketchikan, Alaska cruises**
- **Complimentary shore excursions**
- **Experience Southeast Alaska towns and villages**
- **Leisurely itineraries and renowned Natural Wonders with places off the beaten track**
- **Complimentary chef-inspired gourmet cuisine**
- **Up-close glacier viewing**
- **Alaska spirits and microbrew beer**

Offer only includes members who join AIANTA from January 1, 2013 through September 15, 2013. Trip is valued at \$4,495.00 per person. Drawing will be held at AIANTA's 15th Annual American Indian Tourism Conference (AITC), which starts September 22, 2013.

Memberships

Tribal \$500

Organization/Business \$300

Individual \$100

Student/Senior \$50



@OfficialAIANTA
#AITC2013

Why Be a Member?

As an AIANTA member you are part of an organization committed to defining, growing and sustaining Indian Country tourism. AIANTA members enjoy a strong alliance with partners in travel and tourism industries.

2401 12th St. NW | Albuquerque, NM 87104 | Phone: 505-724-3592 | Fax: 505-212-7023 | www.AIANTA.org



By Ricardo Caté

Welcome, New Aianta Members!

Alaska Mobility Coalition – Alaska Region

Alaska Airlines – Alaska Region

Huna Totem Corporation/ANCSA Native Village Corporation –
Alaska Region

Alaskan Dream Cruises – Alaska Region

Tauk Tours, Inc. – Eastern Region

Mississippi Band of Choctaw Indians—Eastern Region

Oneida Tribe of Indians of Wisconsin – Midwest Region

Radisson Hotel & Conference Center Green Bay – Midwest

Squaxin Island Tribe Tourism Department – Pacific Region

Office of Hawaiian Affairs – Pacific Region

Kathleen Tom – Pacific Region

Ridgecrest Area Convention & Visitors Bureau
– Pacific Region

Republican Party of Santa Fe County – Southwest Region

Durango Area Tourism Office – Southwest Region

Pueblo of Pojoaque – Southwest Region

Western National Parks Association—Southwest Region

Navajo Nation Hospitality Enterprise – Southwest Region

Steve Goodman – Southwest Region

Do you know of an individual, business or tribe who would benefit from Aianta membership? Please send their contact information to our Membership Coordinator Sandra Anderson at sanderson@aianta.org or (505) 243-3633.

CODE TALKERS FROM MANY TRIBES TO BE AWARDED CONGRESSIONAL GOLD MEDALS

By Jana Prewitt, AIANTA member

Code talkers are American heroes. They are American Indians or Alaska Natives who served in the U.S. Armed Forces using their native language to encode and translate secret messages for tactical military operations during World War I or World War II.

When the U.S. entered World War I in 1917, American Indians and Alaska Natives were not accorded citizenship but they enlisted anyway and served throughout both world wars with distinction.

The first recorded use of American Indian code talkers was in October, 1918. The transmission was made by a Choctaw and was unintelligible to the German army listening in. Throughout the two world wars, the U.S. Army recruited approximately 50 American Indians for special native language communication assignments. The Marines recruited several hundred Navajo for duty in the Pacific region.

To the frustration of the enemies of the U.S., the codes developed by the American Indian code talkers proved unbreakable and were used extensively in the Second War in the European theaters and were critical to winning the war.

The Code Talkers Recognition Act of 2008, passed by the U.S. Congress and signed by President Obama, calls for all code talkers from all tribes to be identified and awarded Congressional Gold medals. The Congressional Gold Medal and the Presidential Medal of Freedom are the highest civilian awards in the U.S.

The Department of Defense and the U.S. Mint have been working together since the passage of the Code Talkers legislation to carry out the law. Nearly three dozen tribes and several dozen individuals may be eligible for the medals. So far, 10 new tribal designs for gold medals have been approved by the Secretary of the Treasury and eight more have been recommended by the Citizens Coin Advisory Committee.

It is taking longer than Congress hoped to implement the law because records from World War I are sketchy or missing and some service records do not identify the

soldier's tribal affiliation, though the men were known to be American Indian. Dozens of code talkers have been identified from many U.S. tribes but the exact number of individuals and their tribal affiliations may never be known.

Each individual code talker that can be identified (or his family) will receive a silver replica of the gold medal that will be given to the code talkers' tribe. The medal design for each tribe is unique, which is also adding to the time it takes to get all the medals designed, approved and struck. A code talker design will appear on the obverse or heads side of each gold and silver medal and the tribal seal will appear on the reverse or tails side. Design preferences of the tribes are weighing heavily into the approval decisions.

The U.S. Mint and Congress hope to have all designs approved in time for a ceremony to present the medals at the U.S. Capitol in November of 2013. Because of the number of tribes involved, it is sure to be a very moving event that is widely covered by national and international media.

Designs approved so far include gold medals for: **Comanche Nation, Kiowa Nation, Tlingit Tribe of Alaska, Cheyenne River Tribe, Choctaw Nation and Pawnee Nation.**

The CCAC has also recommended designs to the U.S. Mint for the following tribes: **Fort Peck Assiniboine and Sioux Tribes, Cherokee Nation, Ho-Chunk Nation, Meskwaki Nation, Oglala Sioux Tribe, Seminole Nation, and the Yankton Sioux Tribe.** Their medal designs will be approved soon.

Navajo Code Talkers were awarded Congressional Gold Medals in 2011.





**Comanche Nation
Obverse-02**



**Tlingit Tribe
Obverse-01**



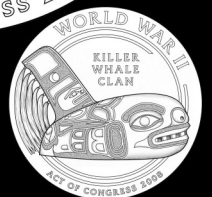
**Here is a sampling of
the approved
designs:**



**Comanche Nation
Reverse-02**



**Tlingit Tribe
Reverse-02**





NATIVE AMERICAN TOURISM OF WISCONSIN HOLDS ANNUAL CONFERENCE

**By Anne Thundercloud, Interim
Executive Director, Native American Tourism of Wisconsin**

A magnificent view of Lake Superior and the Apostle Islands served as the backdrop of this year's Native American Tourism of Wisconsin Conference.

Native American Tourism of Wisconsin (NATOW), a longtime member of AIANTA, is an inter-tribal consortium that was launched as a state-wide initiative in 1994 by the Great Lakes Inter-Tribal Council. The mission of NATOW is to promote tourism featuring Native American heritage and culture.

NATOW is comprised of representatives from each of the eleven Wisconsin tribal nations. The tribes work together throughout the year on tourism initiatives and rotate hosting the annual conference. This year's conference was hosted by the Red Cliff Band of Lake Superior Chippewa.

"Sustainable Tourism: Naturally Attractive" was a suitable theme for this year's location: Legendary Waters Resort & Casino.

This certified Travel Green Wisconsin resort, which opened its doors in August 2011, is a nature-lover's casino. The dining and gaming rooms' large windows offer views of the marina. Each hotel guest can draw back the curtains of a stylishly designed hotel room to reveal stunning views of the world's largest freshwater lake, also known as Gitchigumee by the Ojibwe people.

The three day NATOW event coincided with the Indian Arts Show, where woodland artists demonstrated skills and crafts like flute playing, birch bark canoe making, wood carving, basket weaving and raised beadwork.

The JEM (Joint Effort Marketing) Grant from the Wisconsin State Department of Tourism was awarded for the marketing of water and land tours of Red Cliff and the surrounding area. Tours were completely booked and the weather could not have been more agreeable.

It is common to see black bears, lynx and bald eagles while visiting the Red Cliff reservation and the nation's first tribally-owned national park, Frog Bay Tribal National Park. Frog Bay is not affiliated with the National Park Service, but was designated as a national park by the Tribe because there is general public access to the land and its intrinsic conservation values.

AIANTA President Mary Jane Ferguson made the trek to northern Wisconsin to join the convergence of travel professionals at Red Cliff.

"Travel and tourism is a means of sustainability for Wisconsin's tribes and tribes across the nation," said AIANTA President Mary Jane Ferguson. "Creating the infrastructure for sustainable tourism will help American Indian, Alaska Native and Native Hawaiian cultures thrive for generations to come."

The Red Cliff Band of Lake Superior Chippewa history records that Chief Buffalo canoed all the way to Washington, DC to preserve the land for his people.

Today, his descendent Robert Buffalo works in hospitality at Legendary Waters Resort & Casino and helped host NATOW conference guests while serving as master of ceremonies.

Whether it was the fish boil cooked and served by the tribal council, the sighting of eagles along the shores of Gitchigumee, or the local lessons in tribal customs, the Red Cliff Band of Chippewa stayed true to its roots and provided the best in Native hospitality.

The Oneida Nation of Wisconsin will host next year's NATOW conference in June 2014.

To learn more about NATOW, visit www.natow.org.





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Introducing America's First Nations to the World



15th Annual

September 22-26

AMERICAN INDIAN

TOURISM CONFERENCE 2013

Hard Rock Hotel & Casino • Tulsa, Oklahoma

TOURISM: THE ECONOMIC ENGINE FOR INDIAN COUNTRY



WWW.AIANTA.ORG/AITC2013

Image courtesy of Brent Greenwood: www.brentgreenwood.com

SUQUAMISH CLEARWATER CASINO RESORT GROUNDBREAKING



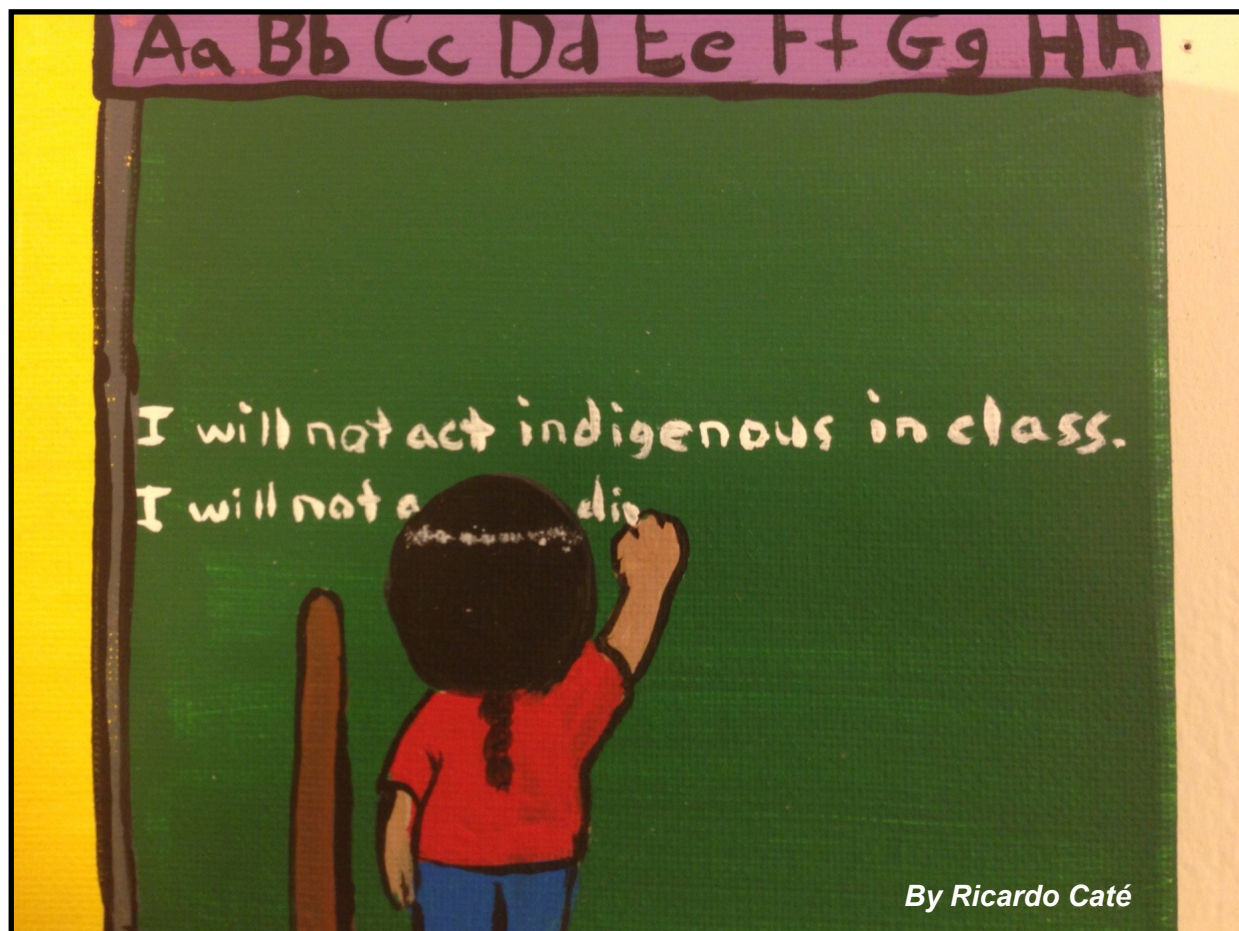
Submitted by Lisa Rodriguez, Public Relations and Media Coordinator, Suquamish Clearwater

In June, the Suquamish Clearwater Casino Resort located in Suquamish, Washington hosted a ceremonial blessing and groundbreaking, kicking off the first phase in a five-year major expansion plan that will ultimately include a convention center, 100 new hotel rooms, a fifth restaurant, and extensive remodeling of the Clearwater Casino. The groundbreaking initiated construction of a six-level, 690-space parking garage, with a projected completion date of January 21, 2014.

Clearwater Casino CEO Russell Steele and General Manager Rich Purser were in attendance, as well as Suquamish Tribal Council Members, Port Madison Enterprises Board Members, project architect Rice Fergus Miller and KORSMO Construction, the contracted builder.

"We are pleased to launch this first phase in a highly anticipated master plan that will draw businesses and organizations from around the Puget Sound to North Kitsap for conventions and corporate retreats," Steele said, "and create another 180 jobs at the casino resort over the next four years. The casino will remain open for business as usual during construction, with guest parking moved to the existing parking garage."

For more information on the Suquamish Clearwater Casino Resort expansion project, please contact Lisa Rodriguez, lisarodriguez@clearwatercasino.com, (360) 598-8731.



Contact Us

Our mission is to define, introduce, grow and sustain American Indian and Alaska Native tourism that honors and sustains tribal traditions and values.

To help us fulfill this mission, please help us grow our membership by educating fellow tribes, tribal organizations, companies and individuals about AIANTA.

Thank You, AIANTA Members!

Alaska Region



Alaska Airlines
Tony Azure
Linda Brenner
Tundra Tours, Inc. /Top of the
World Hotel
Kathleen T. Leitgeb

Rachel Moreno
Sitka Tribe of Alaska
Alaska Mobility Coalition
Huna Totem Corporation/ANCSA
Native Village Corporation
Alaskan Dream Cruises

Eastern Region



Janeé Doxtator
Ron Erdmann
Bigwitch Tribal Tourism
American Journal
Eastern Band of Cherokee Indians
Carolyn J. McClellan
Seminole Tribe of Florida
Jana Prewitt
Tauk Tours, Inc.
Paragon Casino Resort
Jeanne Westphal
Ed Hall
Mississippi Band of Choctaw Indians



Midwest Region

Native American Tourism of Wisconsin

Sharon James

Bud Johnston

Oneida Tribe of Indians of Wisconsin

Radisson Hotel & Conference Center Green Bay

Pacific Region

Rowena M. Akana

Judy Ask

Port Madison Enterprises

Tulalip Tribe

Teresa Meece

Bruce Rettig

Cedarville Rancheria

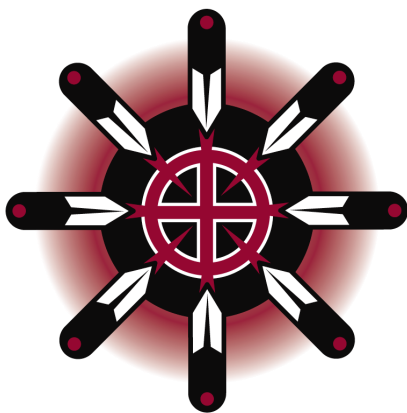
Confederated Tribes of Grand Ronde

Squaxin Island Tribe Tourism Department

Ridgecrest Area Convention & Visitors Bureau

Office of Hawaiian Affairs

Kathleen Tom



AIANTA

American Indian Alaska Native
Tourism Association

Thank You, AIANTA Members!



Plains Region

Ed Des Rosier

**Skydancer Casino and
Resort**

**Wind River Hotel
and Casino**

Blackfeet Tribe

Lower Brule Sioux Tribe

Cherokee Nation

**South Dakota Department
of Tourism**

**American Indian Cultural
Center and Museum**

**Kansas Native American
Affairs Office**

Paige Williams

Karen Kern

**Spirit Lake Casino and
Resort**

Ryan Logan

**Crow Tribe - Apsáalooke
Nation Tourism**

William Lowe

**Sisseton-Wahpeton
Oyate**

S & K Gaming, LLC

**Mandan, Hidatsa &
Arikara Nation**

**Eufaula Indian
Community**

Shawn Olsen

Brian On-The-Hill

**Cherokee Nation
Cultural Tourism**

Molly Moore

Wyoming Office of Tourism

Jackie Yellowtail

LaDonna Allard

Andi Archdale

Philip Atkins

Comanche Nation

**Mandan, Hidatsa &
Arikara Nation Tribal
Ranch and Lodge**

**International Traditional
Games Society, Inc.**



Southwest Region

Indian Arts and Crafts Association

Antelope Canyon Navajo Tours

Fort McDowell Yavapai Nation

Pyramid Lake Paiute Tribe

Michele Crank

Gina M. Euell

Chris Ann Gibbons

Colorado Tourism Office

Susan M. Guyette

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Otis Halfmoon

Isleta Resort and Casino

Gila River Indian Community

**Barbara Felix Architecture & Design,
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Sammy Meadows

Arizona Office of Tourism

**American Indian Chamber of
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Pueblo of Tesuque

Tesoro Cultural Center

Ben Rupert

Indian Pueblo Cultural Center

Mark Trujillo

Sky Ute Casino Resort

Mildred Weller

Navajo Nation Tourism

Kesselman-Jones, Inc.

Nevada Indian Territory

**Monument Valley Simpson's
Trailhandler Tours, LLC**

Steve Goodman

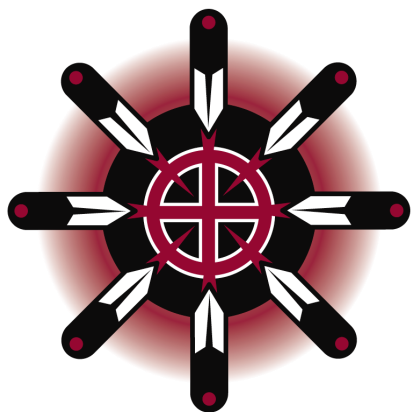
Pueblo of Pojoaque

Navajo Nation Hospitality Enterprise

Durango Area Tourism Office

Republican Party of Santa Fe County

Western National Parks Association



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AIANTA Social Media

Be sure to join AIANTA's social media channels for current AIANTA news and updates, member events and happenings from Indian Country and abroad!

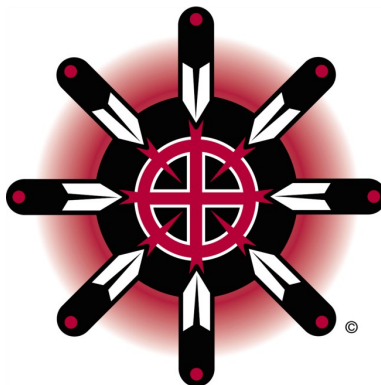
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Newsletter Created By Liz Anderson
AIANTA Public Relations and
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